

VIETNAM: Selling Your Products Successfully Practical Strategies for Market Entry

Hong Kong Monday 18th July 2016 (0900 – 1230)

Hit the ground running and successfully sell your products in this promising market!

You can't deny that Vietnam's industrial and consumer market is highly attractive. Early entrants find that it is easy to beat the competition in the local market as large multinationals have yet to enter the market in many major sectors. But with the excitement of TPP, RCEP and AEC, competition is heating up.



The profit margin for importing and distributing consumer and industrial products in Vietnam can be high. That is, if you can effectively structure, control and manage your distribution channel.

The regulatory and bureaucratic restrictions on foreign participation, market inefficiencies and inadequate infrastructure result in comparatively high market prices for a whole range of products in Vietnam compared to other countries in the region.

Be it beauty / personal care products, foodstuff, specialized chemicals, additives and flavors, high-tech equipment, pumps and building materials. Nimble foreign

traders and distributors that can take advantage of the inefficiencies and confusion of the initial stages of market liberalization are in good positions to reap considerable business profits.

The working capital challenges faced by local traders and distributors, and the reluctance of major established multinationals to set up a formal distribution channel in a country perceived to be "high risk" and "low transparency", offers good opportunities for early entrants.



Distribution channel strategies, supply chain management as well as credit risks are major considerations for foreign investors.

The speaker will offer his practical views on doing business in Vietnam.

This workshop offers a no-nonsense approach with the following main objectives:

- **Offer a ground level view of the business opportunities in trading and distribution your products in Vietnam;**
- **Assist foreign traders / investors to demystify the regulatory landscape for trading and distribution in Vietnam;**
- **Legal updates on market entry laws relating to distribution / retailing in Vietnam;**
- **Offering practical suggestions for foreign traders and distributors to enter and expand in the Vietnam market.**

Hot Topics!

- Distribution in Vietnam – Business landscape and opportunities
- What are the relevant laws and regulations for foreign traders and distributors?
- Could foreigners set up a 100% owned trading and distribution Company?
- **Recent Legal Updates** on further liberation in the distribution / retailing sector
- Can we distribute through setting up a Representative Office? What are the limitations?
- Importing into Vietnam – what one needs to know. Working with customs and forwarding agents.
- How do product categories / HS Codes affect the distribution license?
- What are the product categories subject to conditions / restrictions?
- Is a joint venture with Vietnamese partner/s needed? How to establish a successful joint venture and manage risks? What about Vietnamese proxy structure – does it really work?
- Tax considerations: importing and distributing in Vietnam

Who Should Attend

- CEO and COO
- Directors, business owners and professionals
- Business development / sales and marketing directors and managers
- CFO, Financial controllers and managers
- Corporate affairs and legal directors and managers
- Advisors and consultants

Speaker / Consultant



Lim Chor Ghee

**Executive Director
Tricor Vietnam**

Based in Vietnam for more than 10 years, Chor Ghee has supported many foreign companies in entering Vietnam through M&A and new investment licensing application, as well as providing taxation, financial management and business advisory support for multinational clients.

He has successfully developed an advisory and accountancy practice that has since March 2014 merged into Tricor Vietnam Co., Ltd, a member of Tricor Group.

Prior to starting his business ventures in Vietnam, Chor Ghee worked in professional practice and commerce. He started his accounting and advisory career with Coopers & Lybrand / Price Waterhouse in Kuala Lumpur from 1993-1996. He then joined Star Cruises Limited (Hong Kong-listed hospitality and leisure group) as an accountant and left as the Group's Vice President (Legal and Corporate Affairs) in 2002. During his tenure, he managed legal, taxation, and corporate affairs for the group's business operations that spanned more than 15 countries.

Professionally Chor Ghee is a member of CPA Australia, Malaysian Institute of Accountants and Chartered Institute of Taxation. He holds several academic qualifications from distinguished universities - Master of Business Administration (Distinction) degree from Heriot Watt University, Master of International Studies (in Political Economy and International Relations) degree from the University of Sydney, Postgraduate Certificate in Electronic Business from the University of Southern Queensland, and Bachelor of Commerce degree from the University of Melbourne.

Chor Ghee is also a visiting MBA lecturer in accounting and finance with the University of Economics of Ho Chi Minh City (ISB).

Supporting Organizations



Tricor Group ("Tricor") is a global provider of integrated Business, Corporate and Investor Services. As a business enabler, Tricor provides outsourced expertise in corporate administration, compliance and business support functions that allows clients to concentrate on what they do best - Building Business.

Tricor Vietnam offers one-stop compliance and advisory services in Vietnam. Tricor professionals are experts in market entry, compliance services and advisory functions. Our specialists in Vietnam provide a comprehensive range of services including:

- Vietnam Market Entry & Business Advisory
- Investment Certificate licensing and company formation, corporate secretarial and administrative services
- Representative office set up and compliance
- Accounting and book-keeping (IFRS and VAS)
- Tax advisory and compliance services
- Mobility and expatriation services (work permit, residence visa and expatriate tax planning)
- Payroll outsourcing and Human Resources Consulting
- Treasury management
- Financial and tax due diligence

Tricor Vietnam maintains offices in Ho Chi Minh City and Hanoi.

Event Organizers



A regional alliance of conference organizers and training companies that brings to you strategic financial and business management programs aimed at equipping professionals with global managerial skills. Our event producers have many years of experience in putting together contemporary conference and workshop topics for highly targeted audience. We invite expert speakers who are practicing consultants, senior corporate executives and distinguished academics with extensive experience in the areas of cross border financial management, international tax planning, corporate finance, strategic management and applied accounting. Over the years, we have received the continuous support from our clients and sponsors that include major public listed and multinational companies, large enterprises, government bodies and established consulting firms in the region.



Your business and investment link to the Mekong region

Indochina Link derives its synergies from the alliance of regional business advisors, lawyers, accountants and entrepreneurs who are committed to intensifying business and investment link in the Indochina region.

Our alliance members are strong believers of further economic integration in the greater Mekong region. We see vast opportunities offered in this region of abundant natural resources and dynamic population that complements the economic and financial clout of vibrant East Asian economies.

We have organized many Indochina investment and "doing business" conferences and workshops in Singapore, Hong Kong, Taipei, Kuala Lumpur, Ho Chi Minh City, Jakarta and Bangkok. Indochina Link has spearheaded many study tours and business exchanges, and has worked with trade promotion institutions and professional bodies for exchanges in the region.

Registration Details

Early Birds! Pay By 4th July 2016

HKD 2,300 per person
(10% discount for groups of 3)

Normal Price

HKD 2,800 per person
(10% discount for groups of 3)

(Half Day Workshop - Morning coffee / refreshment provided)

Event Consultants

Mr EC Tan



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Notes:

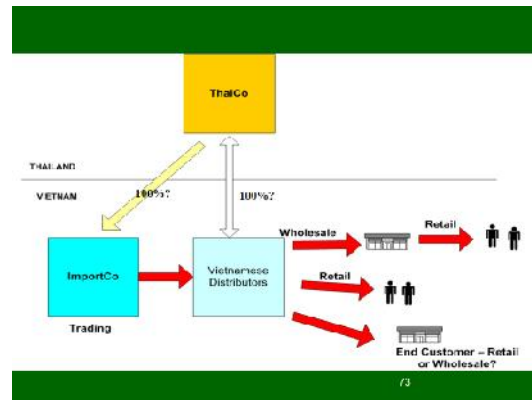
Confirmation of attendance is subject to receipt of full payment. No cancellation will be entertained after confirmation, but substitutes are allowed.

Our Track Record (since 2006)

- Vietnam Investment - Easier Market Entry and Effective Company Management with New Investment / Enterprise Law
 Singapore 18 April 2016
 Bangkok – 18 January 2016
 Hong Kong – 8 Oct 2015
 Ho Chi Minh City – 14 Oct 2015
 Singapore – 31 August 2015
 Kuala Lumpur – 31 July 2015
- VIETNAM - Market Access, Investment Regulations and Tax Updates
 Singapore - Wed 15 April 2015
- VIETNAM: Attractive Business Sectors, Market Analysis, Market Entry Strategies & Managing Regulatory / Business Issues
 Singapore - Thursday 30 October 2014
- VIETNAM - Doing Business and Tax Updates
 Bangkok 30 May 2014
- VIETNAM – Acquiring Business and Investment Updates
 Shanghai – 14 April 2014
- VIETNAM - Setting Up and Acquiring Businesses (with Tax Updates)
 Singapore 14 March 2014
 Kuala Lumpur 28 March 2014
- VIETNAM Investment and Tax Updates
 Taipei ROC 30 October 2013

And many more since 2006....

Featured case studies / slides in Vietnam workshops



Capital Structure

- Under Investment Law, NO minimum capital requirement. Capital requirement is based on policy directions for investment sectors
- **Investment capital = Charter Capital + Loan Capital**
 - Investment capital: The permitted size of the investment, capital and other funds (including loan) that the investor will use to carry out the project
 - Charter capital : "Paid Up" capital (committed capital)
 - Loan capital = permitted but not committed
- Long term loan could not be incurred in excess of the stated loan capital (in the Investment Certificate)

Investment Forms Available

- Representative Office
- Equity Joint Venture Company (Foreign % - Vietnamese %)
- 100% Foreign Owned Company (with trading scope)
- 100% Foreign Owned Company (with distribution scope)
- Add trading scope to existing Investment Certificate
- Add distribution scope to existing Investment Certificate
- Acquisition of equity in a company with trading / distribution license

Sign Me Up!
Registration Form



VIETNAM: Selling Your Products Successfully
Practical Strategies for Market Entry
Hong Kong Monday 18th July 2016 (0900 – 1230)
Empire Hotel, Wan Chai, Hong Kong

	<u>Name</u>	<u>Email</u>	<u>Designation</u>
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____

(10% discount applies to group of 3 or more)

Company: _____

Address: _____

Telephone: _____ **Fax:** _____

Email: _____ **Contact Person:** _____

Do you have an existing business operation in Vietnam? YES / NO

Payment / Terms & Conditions

Kindly remit to

INDOCHINA LINK PTE LTD

Oversea-Chinese Banking Corporation Limited, Singapore

SWIFT code: OCBCSGSG

Account No: 629 184 607 001

Please email the remittance slip to events@peligotraining.com for our records.

- Confirmation of attendance is subject to receipt of full payment. No cancellation will be allowed after confirmation, but substitutes are allowed. The management have right to change the date / venue of the event with notice to given in advance.

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0830 – 0900	Registration
0900 – 1030	<ul style="list-style-type: none"> • Distribution in Vietnam – Business landscape and opportunities • What are the relevant laws and regulations for foreign traders and distributors? • Could foreigners set up a 100% owned trading and distribution Company? • Recent Legal Updates on further liberation in the distribution / retailing sector • Can we distribute through setting up a Representative Office? What are the limitations? <p>Case study and discussions</p>
1030 - 1045	Coffee Break
1045 – 1230	<ul style="list-style-type: none"> • Importing into Vietnam – what one needs to know. Working with customs and forwarding agents. • How do product categories / HS Codes affect the distribution license? • What are the product categories subject to conditions / restrictions? • Is a joint venture with Vietnamese partner/s needed? How to establish a successful joint venture and manage risks? What about Vietnamese proxy structure – does it really work? • Tax considerations: Importing and distributing in Vietnam <p>Case study and discussions</p>
Afternoon (230pm onwards)	Private Consultation Tricor Hong Kong office By prior appointment only

You are interested in setting up business in Vietnam

This guide is made to provide you with basic information about how to establish a business in Vietnam. As a business enabler of choice, Tricolor Vietnam always wish to be an one-stop service provider to help you succeed in your business in Vietnam. We do hope the guide is helpful and informative, however if you need more details, please feel free contact us.

Investor: Can we invest into all sectors/industries in Vietnam?

Tricolor VN: Foreign investors can invest into almost every sectors/industries in Vietnam except for forbidden areas or areas that are assumed by State enterprises only.

Depending on the sector in which the foreign investor wishes to invest, 100% foreign invested enterprise ("FIE") may be allowed or joint-venture with Vietnamese partner will be required.

Investor: Which form of business can be opted for our investment in Vietnam?

Tricolor VN: The foreign investors may carry out their business in Vietnam by:

- (i) Setting up a corporation in form of a limited liability enterprise, a joint-stock enterprise, or a partnership; or
- (ii) Entering into business cooperation contract ("BCC") with Vietnamese partners.

One member limited liability enterprise wholly hold by the foreign investor has been recently the most preferred form of business.

Investor: What procedures do we have to carry out to register our investment project in Vietnam?

Tricolor VN: Foreign investors are required to apply and obtain Investment Registration Certificate ("IRC") to register their investment projects in Vietnam. After obtaining the IRC, the foreign investor needs to set up the enterprise by applying and obtaining Enterprise Registration Certificate ("ERC"). If the foreign investor enters in a BCC, ERC will not be required.

After obtaining IRC and ERC, a number of post-licensing procedures are required to fulfil such as public announcement, seal obtainment and registration, labor registration, invoice registration and printing, etc.

Investor: How long can we obtain IRC and ERC?

Tricolor VN: Under regulations, it may take the investor 15 days and 03 days to obtain IRC and ERC respectively. However, depending on the complication of the project, delay from the licensing authority may be expected.

Investor: Do we need to pay any fee for obtainment of IRC and ERC?

Tricolor VN: The investor is not required to pay fees for obtaining IRC or ERC.

Investor: Is there any requirement on minimum investment capital?

Tricolor VN: Except for a number of sectors e.g. banking, real estate, aviation, auditing, telecommunication, etc., there is no requirement for minimum investment capital.

Of note, the licensing authority may examine and assess whether the registered investment capital commensurate with the size of the project or not.

Investor: when do we have to fully contribute the capital?

Tricolor VN: The investor is required to fully contribute the charter/contributed capital within 90 days from the date of the ERC.

Investor: How can we transfer the capital to execute the investment project?

Tricolor VN: The investor can contact local banker to open a capital account. This capital account is purposely for flow-in of investment capital, loan or repatriation of dividend or investment capital.

The investor/enterprise will also need to open operational account(s) for its daily operational transactions.

Investor: How is the valid duration of the IRC and ERC?

Tricolor VN: The IRC may be issued for a term of 50 years. Of note, in some cases, the licensing authority may not necessarily allow the 50-year term, instead 5 or 10 year-term (e.g. for service area) is allowed only. When the IRC expires, the investor can seek for an extension.

The ERC is valid until the investor deregisters their investment project with the licensing authority.

Investor: Do we need to appoint any person of the parent Company to register/be present in the Vietnamese subsidiary?

Tricolor VN: An authorized representative of the parent Company will be required to appoint to register and present his name in the IRC. This person is normally a member of Board of Directors of the parent Company.

The investor may appoint one or more authorized representatives to be its authorized member(s) of the member council or shareholders in the Vietnamese subsidiary to represent their capital portions and sign onto charter/resolutions or any other required documents.

The investor is required to appoint one or more persons

to be the legal representatives of the Vietnamese subsidiary. Please note that if the legal representative is a foreigner, he/she is required to physically reside in Vietnam.

The investor may also need to authorize a person to sign onto the application dossiers for obtaining IRC and ERC. Normally this person may be a member of the Board of Director of the parent Company or the appointed Chairman/President/Director of the Vietnamese subsidiary.

Investor: What other things do we need to prepare to register the investment project in Vietnam?

Tricolor VN: The investor should determine which location they would carry out the project and secure a land lease right/office lease to register their project and enterprise location. At the registration stage, a memorandum of understanding ("MOU") on land/office lease may be sufficient to present to the licensing authority.

The investor should also need to determine tax incentives that the project may enjoy and mention in the application dossier to register with the licensing authority.

Profile of the parent company is also required to submit to the licensing authorities. The profile normally comprise of incorporation license, list of management board, audited financial statements, experience statement, etc.

Tricolor Group joint ventured with partners in Vietnam to form Tricolor Vietnam Co., Ltd and TSV Services Vietnam Co., Ltd, providing accounting, tax, payroll, company establishment and business advisory services since 2014

Our Mission is to be The Business Enabler of Choice

Tricolor Vietnam Co., Ltd
TSV Services Vietnam Co., Ltd

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